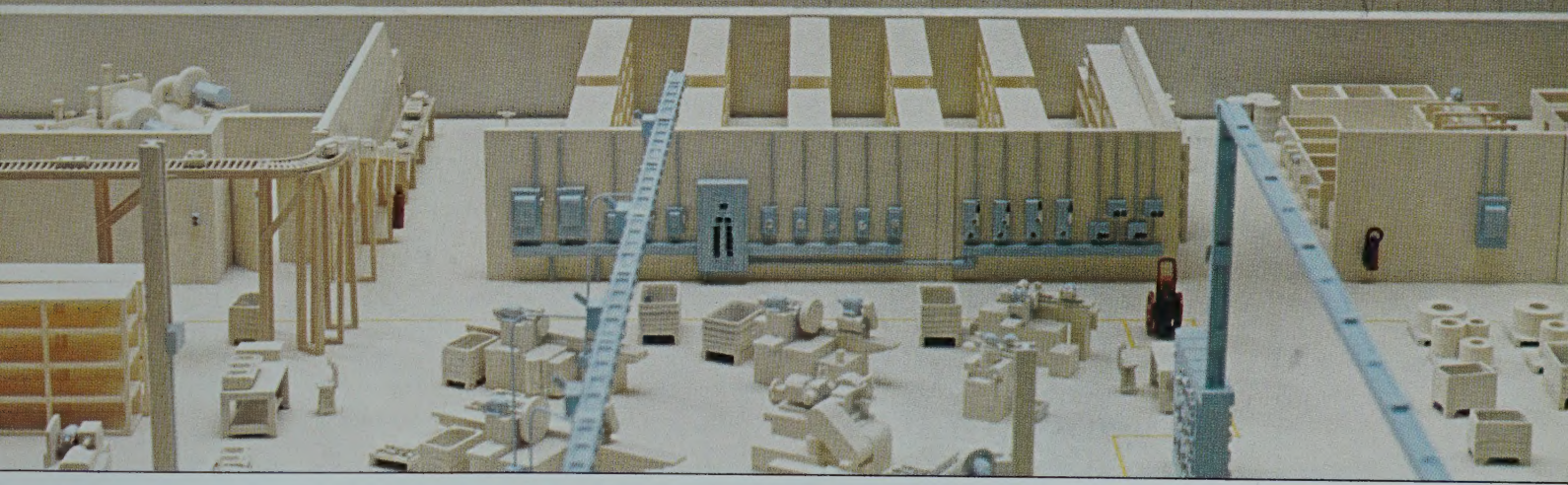
Power Up for Profit

With Gould Electrical Products



GOULD

Profit from your electrical system.

The plan for your new, expanded or modernized plant is the outgrowth of a decision based on a targeted *return on investment.*

Gould now invites you to consider the profit opportunities available during the planning stages of the electrical system that will power your facility. The right decisions will make "bottom-line" sense from the day of installation right on through to the day-to-day operation and maintenance of your plant.

The best case for viewing your power distribution and control system as a "profit center" is expressed in terms of today's realities: Labor costs. Energy costs. Insurance costs. Maintenance costs. All are increasing —and are compounded by the added financial impact of environmental restrictions, safety regulations, fuel shortages and inflation.

The best case for specifying the broad line of Gould's electrical products is expressed on the following pages. The message is clear: working with you and your engineers, Gould wants to help you power up for profit.

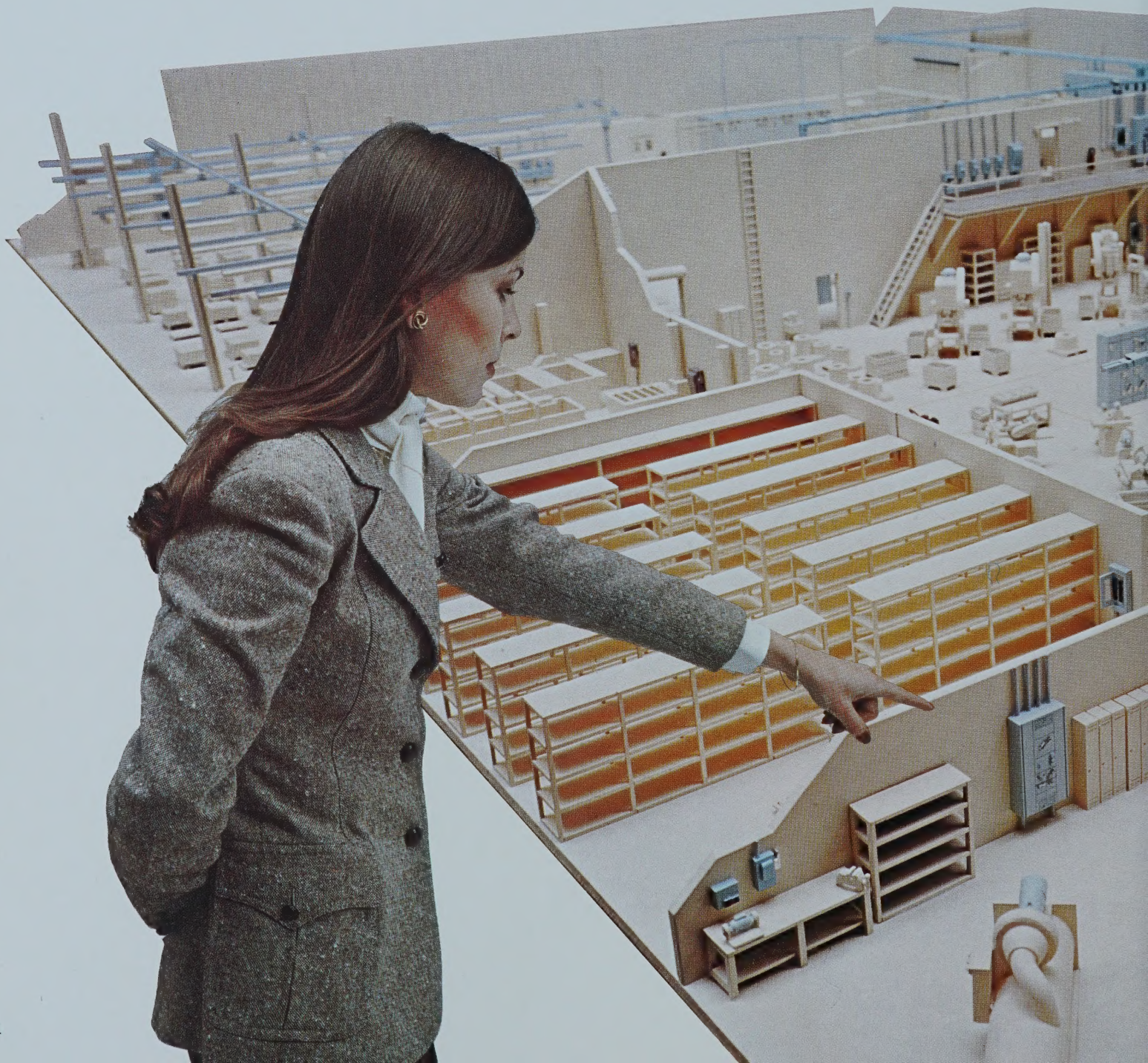
Save energy.

Energy management is no longer a mere matter of economy. It's a matter of competitive survival.

Conservation calls for finding ways to do more work with less power, reducing heat losses and trimming the peaks off electrical load demands.

In the sense that all Gould products are designed to operate efficiently, with heat losses held to a minimum, they can help conserve energy. Moreover, we offer a growing line of electrical products in which Gould innovation has provided specially designed features to help you operate your plant with less energy.

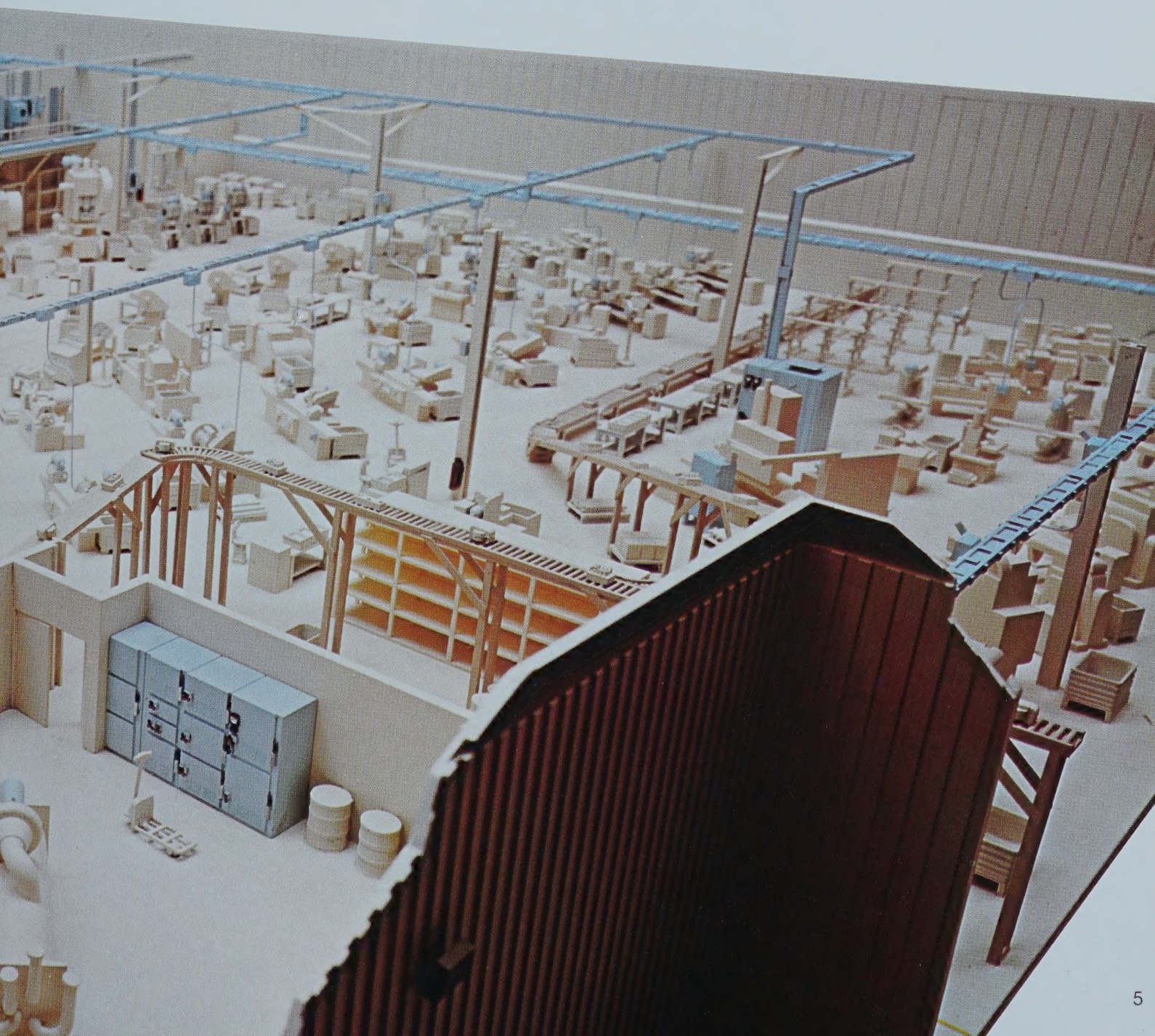
I-T-E bus duct and safety switches operate at lower temperatures to improve efficiency and conserve energy. The Gould E-PLUS® high-efficiency motors are specially designed to deliver more work per watt. And Cefco-Shawmut Super One-Time fuses are non-deteriorating, thereby reducing downtime and labor costs as well as providing increased safety to personnel and equipment. You can see and read about these energy savers beginning on page 8.



Save labor.

In an economy where "downtime" can take its toll in hundreds of thousands of dollars per minute, Gould products are designed for "uptime"—to help you clamp a lid on the spiralling cost of labor.

Example: I-T-E bus duct, not only eliminates thousands of hours of installation time typical of pipe and wire, but also permits future expansion or relocation of equipment and machinery with virtual plug-in simplicity. **Example:** The new I-T-E SENSITRIP® Solid State Circuit Breaker. A simple adjustment changes ratings. Never again change breakers when a requirement changes. **Example:** products that speed installation, maintenance or rearrangement, such as I-T-E modular switchboards and panelboards with their up-front connections for easier access...or our revolutionary new Unitized Combination Starter with twice the wiring room in an enclosure half the size of other units. **Example:** solid-state programmable controllers that automate production by replacing muscle power with machine power wherever practical.



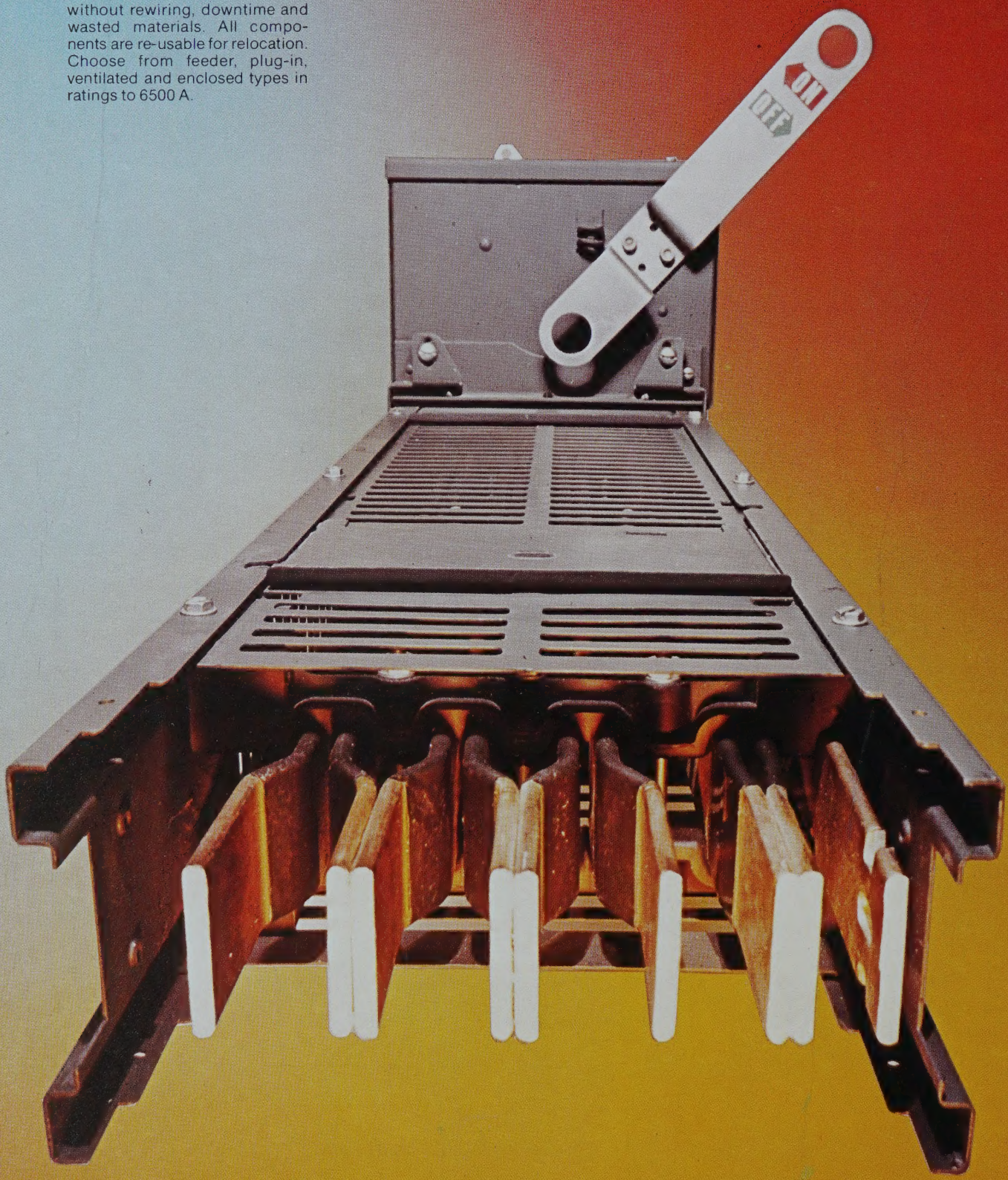
Save with safety.

There is more to plant protection than coping with increasingly tougher safety standards or the Canadian Electrical Code. Wise planners also are seeking ways to minimize risks which can translate into soaring insurance costs, staggering liability settlements or the mounting, unnecessary costs often associated with motor burnout and equipment damage.

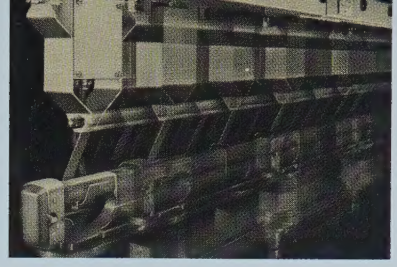
Gould engineers are active participants in government/industry committees counselling regulatory agencies in establishing new standards as well as helping to clarify the application of existing legislation such as the CEC. Working with your engineers, we believe we can help you meet today's standards, as well as anticipate many future requirements.

With plant safety very much a part of your profit and loss picture, all Gould products are designed with safety as the prime criterion, to protect people, machines, plants—and profits. You'll find special mention of many safety features in the product descriptions that follow.

Bus Duct is reliable and provides greater flexibility than pipe and wire, saving man-hours of time in installation and relocation. Move, add or remove fixtures in minutes without rewiring, downtime and wasted materials. All components are re-usable for relocation. Choose from feeder, plug-in, ventilated and enclosed types in ratings to 6500 A.



For distribution



Trol-E-Duct rolls power right along the assembly line with the job to feed tools, cranes, hoists. Made in a variety of trolley designs and duct sections, and easily mounted on ceilings or beams. Eliminates the need for long extension cords and additional receptacles. Use it to speed production.

Dry Transformers. All models are UL Listed, and designed in accordance with ANSI C89.2 and NEMA ST-20 standards. I-T-E dry type transformers can be specified for both indoor and outdoor applications. Average temperature rise for all models is in accordance with published standards. For service up to 1000 KVA and 600 volts.

Molded Case Circuit Breakers provide reliable, adaptable protection in switchboards, panelboards, combination motor starters and motor control centers. Available in over 800 quick-make, quick-break thermal-magnetic models, with a full range of accessories, enclosures and mounting arrangements. The new SENSITRIP™ solid state circuit breaker with many exclusive features is now available.

Fuse Protection. Gould is the largest Canadian manufacturer of Code and HRC fuses, with service capability from coast to coast. Gould's Cefco-Shawmut fuse line includes features such as energy-saving solid brass end caps, silver-plated one-piece ferrules, and the new Supr-Tube® fiberglass fuse body that won't warp, age or deteriorate.

I-T-E Safety Switches are easily installed, and come in a full line of heavy-duty types for large motors, mixed loads and specialized equipment. Enclosures meet CEMA requirements for rain-tight, water-tight, dust-tight and oil-tight uses.

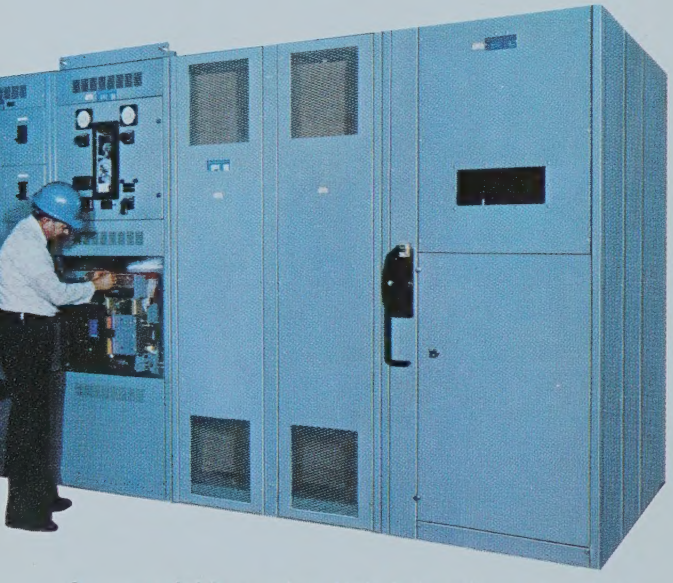
Electrostrip® installs easily along baseboards, walls, cabinets, and counters to provide convenient electric outlets wherever needed. Simply snap in receptacles and you're in business. A variety of receptacles and fittings give added flexibility. Great for the lab, offices, meeting rooms.

Electrical Fittings will complete any well done electrical installation. Included are Efcor brand U.L. and C.S.A. listed conduit fittings, wire connectors and terminals, weather-proof boxes, cable ties and clamps.

For distribution

Panelboards have all circuit breakers bussed in, even the main breakers, so there's no wiring to be done. Will accommodate either I-T-E plug-in or bolted circuit breakers. Designed for quick assembly from basic modular sections.

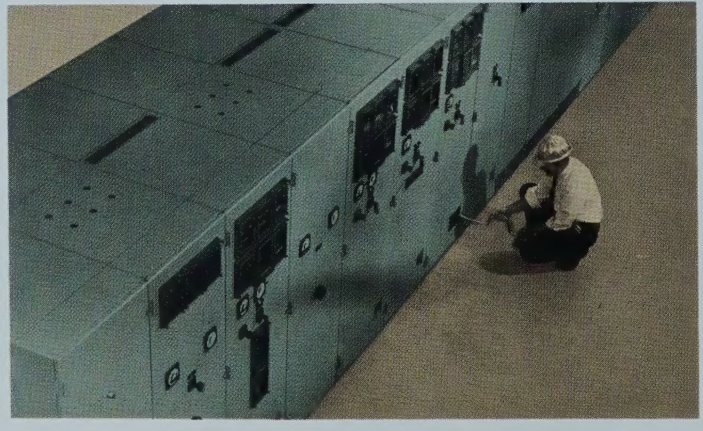
Switchboards made up of standardized modular sections are easy to install, rearrange and expand. Join the sections in any order, and combine any mix of breakers, switches and motor starters in a single section. All connections are up front for easier access; front connections also allow boards to be mounted flush against walls.



Commercial Secondary Unit Substations. Gould offers a complete line of I-T-E Secondary Unit Substations for indoor and outdoor application. The unit can be customized from incoming service connection to outgoing feeds. The primary air interrupter switch is provided with load break capability. A complete range of current limiting fuses is available for mounting in the Switch Compartment.

The transformer can be supplied in various types of construction — Ventilated Dry, Sealed Dry, and Liquid Immersed.

Secondary distribution sections can utilize various combinations of circuit breakers and fusible devices to protect the feeders.



Medium-Voltage Metal-Clad Switchgear. Metal-clad switchgear provides safe, centralized electrical protection and control for incoming power, medium voltage motors, feeders and transformer circuits. It is available in ratings of 4.16 through 13.8 kV, up to 1000 MVA interrupting capacity and 3000 amperes continuous current. All equipment is rated on a full symmetrical basis.

For utilization

Canadian Porcelain Insulators. Gould's full range of Canadian made insulators includes the totally modular Multicone, which provides the opportunity to tailor designs to meet the exacting requirement of modern day engineering. Constructed to more readily resist cantilever loads, flashover, and earthquakes, Multicone offers the electrical engineer more choice and flexibility.

E-PLUS® Motors. Motors consume 75% of a plant's electricity. So Gould's E-PLUS® high efficiency motors, which save power where it's used most, deserve special mention with Gould products. E-PLUS motors feature all-copper windings and the use of more steel and aluminum to cut energy losses and deliver more work per watt. Available in sizes from 1 to 25 HP. A complete line of fractional HP motors, and poly-phase motors in ratings to 500 HP are also available.

Industrial Batteries. Gould offers a complete range of storage batteries for all applications, including stand-by power, lift trucks, mine vehicles; railway diesel starting — plus maintenance free batteries for trucks. We also produce NICAD® ,GELYTE® and Activair™ batteries for electronic and utility uses.

Service Entrance Loadcenters. Gould manufactures in Canada, a comprehensive range of I-T-E Blue Pennant Line loadcenters and service entrance loadcenters, featuring quick-action BL circuit breakers. One and two-pole common trip breakers simply plug in to any position.

Modicon Programmable Controllers. Gould has a Modicon PC for every control application, including the inexpensive new Model 484 that can replace up to 400 relays, timers or counters, and has 256 inputs and outputs. The complete range of auxiliary support equipment includes telephone and computer interfaces, tape loaders, printers and a CRT display unit.

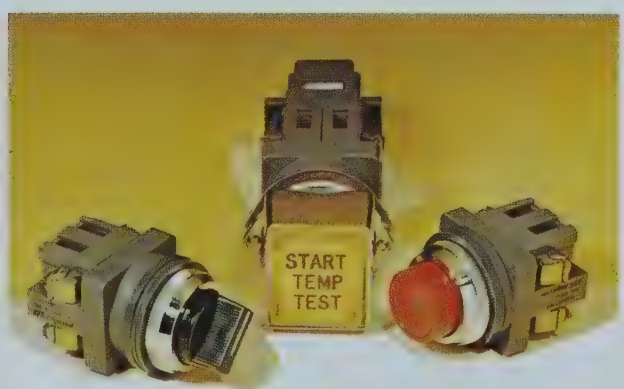
For control

Unitized Combination Starter features AMP-CAP™ Motor Circuit Protector, the only molded case circuit breaker ever designed specifically for motor control. Enclosure is smaller than other units, but has twice the wiring space. The most important advancement in motor control in 44 years.

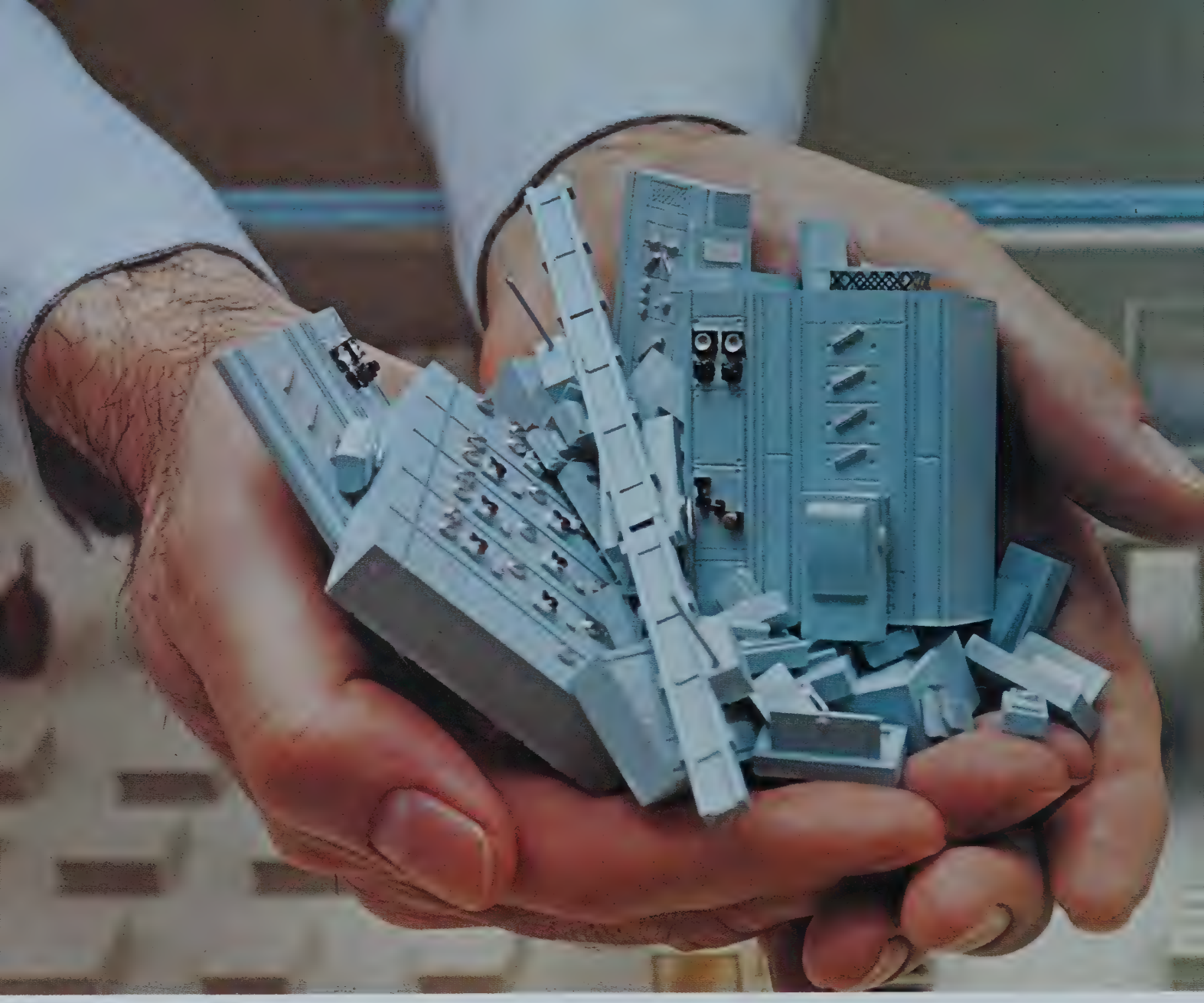
Motor Control Centers are designed for maximum safety under all installation, operating and maintenance conditions. To the basic UL-listed structure, we've added flash barriers and non-metallic shields. We've also separated control and power wiring, added safety interlocks and many innovations—all for the best in protection of personnel and equipment. And in it you can get the new, revolutionary unitized combination starter.

High Voltage Motor Starter is a compact, tough controller for 400-amp service—in a 200-amp enclosure. Use it for big motors at 400 amps, and get the space savings of a 200-amp starter. Use it at 200 amps, and get double the contact life of other 200-amp starters. Simply change fuses and heater coils for different motor sizes.

MSCPs and HFCPs help prevent damage to motors and starters. Applied in I-T-E combination starters, they provide more overcurrent protection than other available devices, and exclusive I-T-E TRIGGER® prevents single phasing.



Pushbutton Stations, along with pilot lights, selector switches and other I-T-E components, give unlimited flexibility in designing customized controls. Included are oiltight, insulated, shockproof pushbuttons which are virtually indestructible under even harshest plant conditions. Designed to help meet latest safety requirements.



Some Major Installations

Village Mall
Shopping complex, St. John's, Nfld.
Class 'L' and Class 'R' fuses by Gould Cefco used throughout

Point Lepreau Generating Station
New Brunswick Power Commission, Fredericton, N.B.
18,000 A., 26,500 V., Force-cooled Isolated Phase Bus System, by Gould I-T-E

General Motors Auto Plant
GM of Canada Ltd., Ste. Thérèse, Que.
LV Bus Duct for original plant, and expansion.

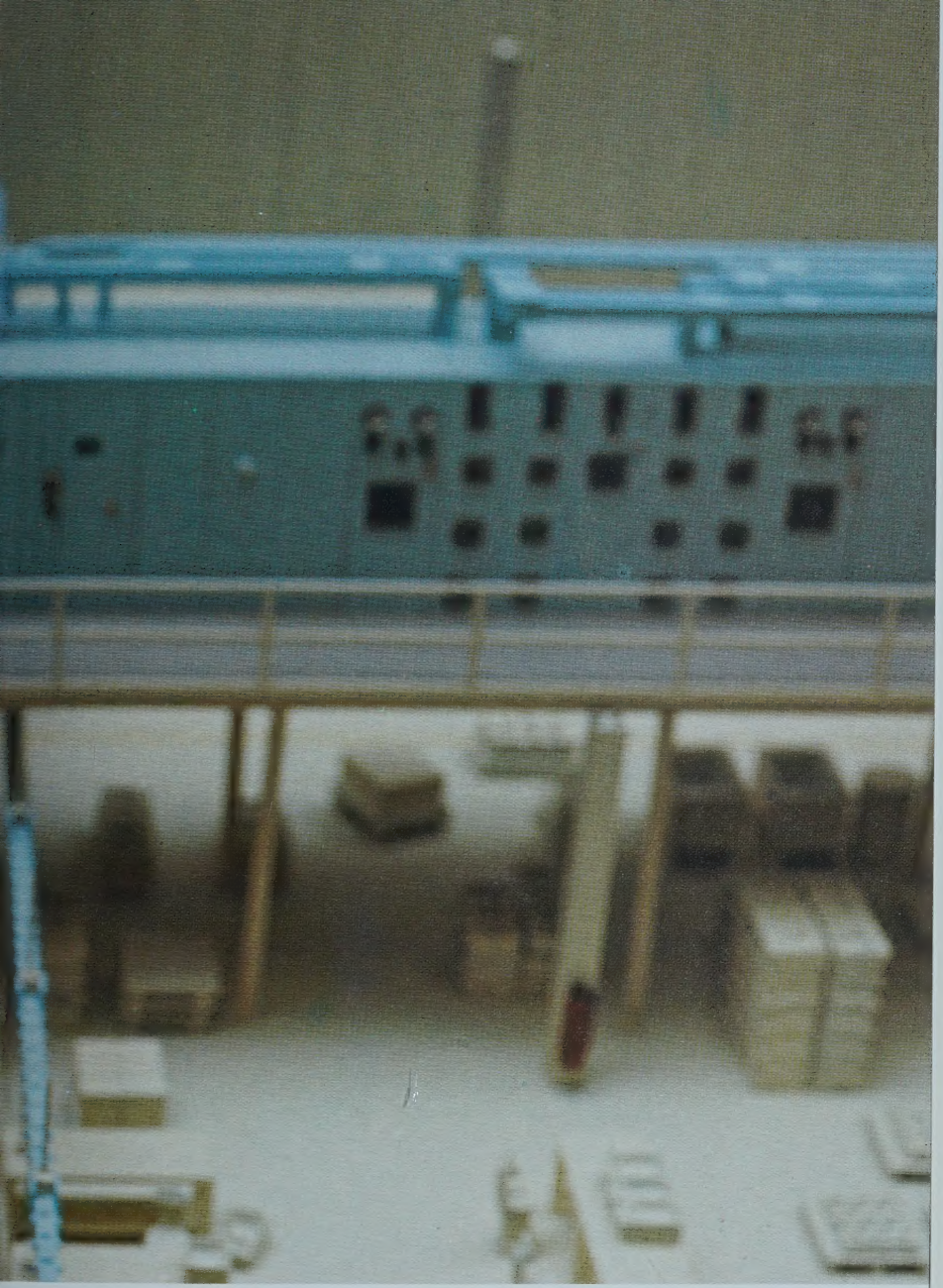
Place Portage Complex
Phase IV of Federal Govt. office complex, Hull, P.Q.
All LV Switchboards, Motor Control Centers, LV Bus Duct Systems, and Panelboards by Gould I-T-E.

Transport Canada Training Institute
$80-million educational center, Cornwall, Ont.
All LV Bus Duct Systems, LV Switchboards and Circuit Breaker Panelboards by Gould I-T-E.

Pickering Nuclear Generating Station
Ontario Hydro, Pickering, Ontario.
All 8 generating units in the station supplied with Gould I-T-E Isolated Phase Bus.

Richmond-Adelaide Center
Office and shopping complex, Toronto, Ont.
Gould Cefco Class 'J' and Class 'L' fuses used throughout.

American Motors Plant
Expansion of Brampton, Ont. 'Jeep' manufacturing facilities.
All LV Bus Duct Systems and LV Switchboards by Gould I-T-E.



Let us help you Power Up for Profit.

From service entrance to industrial battery you can depend on the broad line of Gould products to meet all your electrical distribution requirements.

Gould products are readily available to you through our nation-wide distribution network under the following well-known names:

Canadian Porcelain
Cefco-Shawmut
Efcor
E-PLUS Motors
Gould Batteries
I-T-E
Rowan

Stelco Lake Erie Development
Steelmaking complex, Nanticoke, Ont.
Gould I-T-E LV Switchgear used throughout.

Poplar River Generating Station
Saskatchewan Power Corp. project.
All Unit Substations in this project manufactured by Gould I-T-E.

Gulf Canada Square
$100-million office and shopping complex, Calgary, Alta.
All LV Panelboards and Bus Duct Systems by Gould I-T-E.

Syncrude Canada Ltd.
Petrochemical project, Fort McMurray, Alta.
All Power Distribution Centers, MV Metalclad Switchgear, LV Switchgear and Motor Control Centers by Gould I-T-E.
Contract value over $10-million

AGT Toll Building
Alberta Government Telephone facility, Edmonton, Alta.
Gould I-T-E responsible for all LV Bus Duct Systems.

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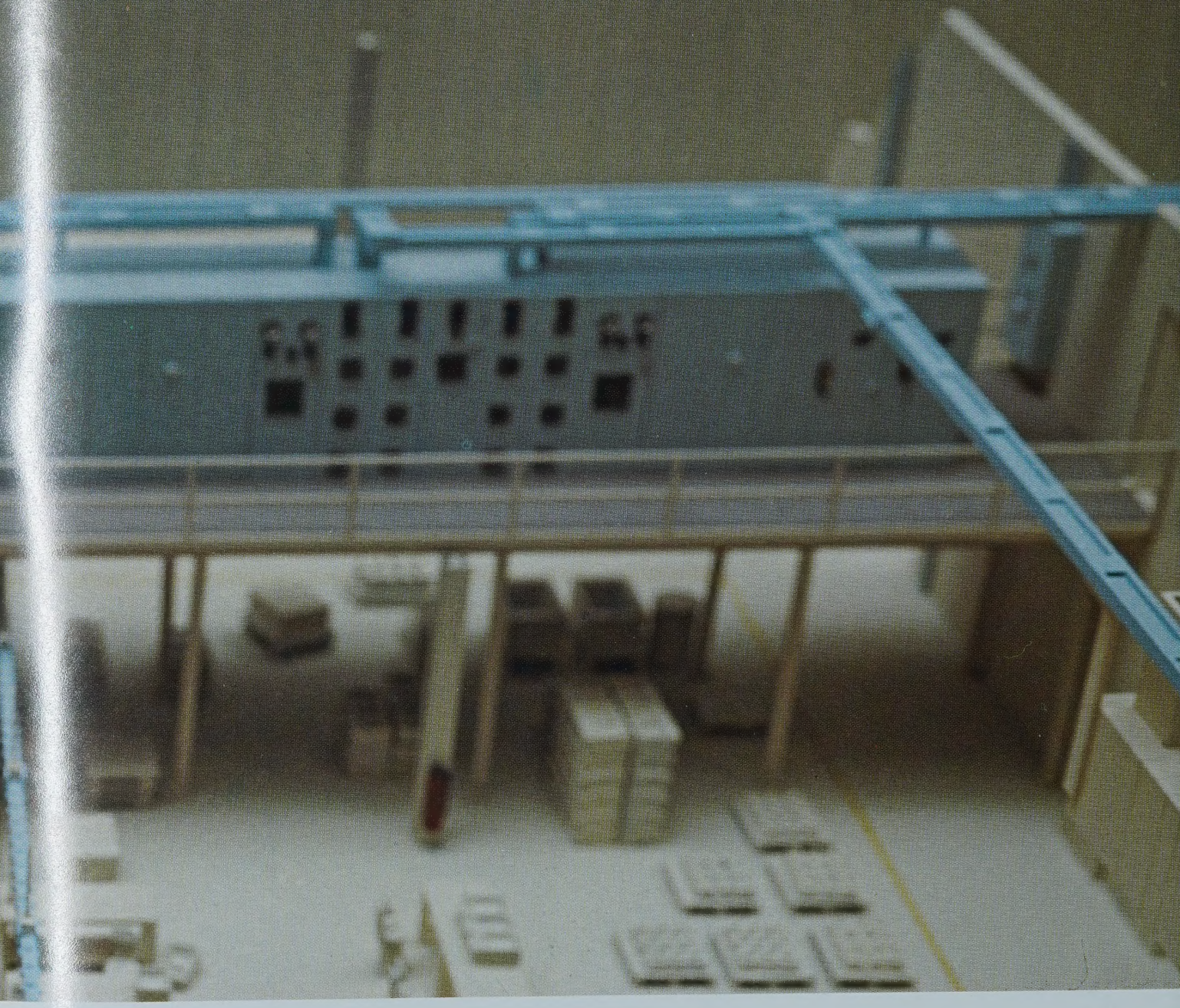

Stelco Lake Erie Development
Steelmaking complex, Nanticoke, Ont.
Gould I-T-E LV Switchgear used throughout.

Poplar River Generating Station
Saskatchewan Power Corp. project.
All Unit Substations in this project manufactured by Gould I-T-E.

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$100-million office and shopping complex, Calgary, Alta.
All LV Panelboards and Bus Duct Systems by Gould I-T-E.

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All Power Distribution Centers, MV Metalclad Switchgear, LV Switchgear and Motor Control Centers by Gould I-T-E. Contract value over $10-million.

AGT Toll Building
Alberta Government Telephone facility, Edmonton, Alta.
Gould I-T-E responsible for all LV Bus Duct Systems.

Mica Power Project
B.C. Hydro and Power Authority hydroelectric project, Columbia River, B.C.
First installation of 500 kV SF_6 Gas Insulated Transmission System in Canada. Contract value of $7.5-million.

Peace River Project
B.C. Hydro and Power Authority hydroelectric project, Chetwynd, B.C.
All Isolated Phase Bus for 10 generating units, by Gould I-T-E.

For more information

Detailed specification and product selection data is yours for the asking. Just complete the postage-paid Information Request Form below.

☐ **I am interested in literature on the following Gould products:**

- ☐ Switchgear
- ☐ Substations
- ☐ Bus Duct
- ☐ Switchboards
- ☐ Panelboards
- ☐ Molded Case Circuit Breakers
- ☐ Safety Switches
- ☐ Motor Control Centers
- ☐ Starters
- ☐ Programmable Controllers
- ☐ Contactors
- ☐ Limit Switches
- ☐ Motors
- ☐ Fuses
- ☐ Porcelain Insulators
- ☐ Industrial Batteries
- ☐ Fittings and Connectors

☐ **I have an immediate need. Please have a Gould Electrical Products Representative contact me directly.**

Name _____

Company _____

Address _____

Postal Code _____ Phone _____

Gould Electrical Products

Sales Offices

St. John's
Halifax
Moncton
Quebec
Drummondville
Montreal
Ottawa
Toronto
Barrie
Hamilton
Fort Erie
London
St. Thomas
Winnipeg
Edmonton
Calgary
Vancouver

Manufacturing Plants

Drummondville
Montreal
Toronto
Barrie
Hamilton
Fort Erie
St. Thomas
Winnipeg

Major Product Lines

I-T-E Circuit Breakers
Standard Duty
Lighting Panel Switching Duty
Industrial *(All CEMA Enclosures Available)*
- Heavy Duty
- Extra Heavy Duty

Cordon® Energy Limiting
ETI Instantaneous Magnetic Trip
SENSITRIP® Solid State with Variable Rating

I-T-E Safety Switches
General Duty
Heavy Duty
Stainless Steel
Interlock Receptacle
Air Conditioner Disconnects

I-T-E Loadcenters
EQ® Toggle Type
Pushmatic® Pushbutton Type
Blue Pennant Line
(Models available to 600 A. Complete selection of circuit breakers including GFI. Electrical metering devices.)

I-T-E Busway Systems
Lighting Track
Trol-E-Duct
Feederiser™
Power Distribution
Plug-in
Electrostrip®

Gould Transformers
Distribution Dry Type

Efcor Components
Conduit Fittings
EMT Fittings
Connectors
Ground Clamps
Cable Ties & Terminals
Weatherproof Boxes

Cefco Shawmut Fuses
(Ratings to 200,000 A I.C.)
Tri-onic® Class R (time-delay)
Amp-Trap® Class R (fast acting)
Amp-Trap Class J
Amp-Trap Class L
Form II Class C
Super One-Time
Standard Code
Midget and Plug
Amp-Trap Semiconductor
Amp-Trap 'R' rated (2.4 and 4.8 kV)
Amp-Trap 'E' rated (5 and 15 kV)

I-T-E Panelboards
Lighting
Motor Starters

I-T-E Switchboards
Fusible
Circuit Breaker
Motor Starter

I-T-E Switchgear
Medium Voltage Metal-Clad

Canadian Porcelain Insulators
Spool and Guy Strain
Pin Type
Suspension
Station Post
Line Post
Multicone
Switch and Bus
Entrance Bushings
Cap and Pin

Gould Industrial Batteries
Stationary Power Cells
Motive Power Batteries
Railway Diesel Starting Batteries
Maintenance-free Truck Batteries
Gould Activair™
NICAD® Batteries
GELYTE® Batteries

Modicon Controllers
Programmable Controllers
- Low Range Medium Range
- High Range

Custom Systems
Peripheral Equipment

Century Motors
E-PLUS® High Efficiency
Fractional Horsepower
Integral Horsepower
Single Phase
Three Phase
General Purpose
Definite Purpose
Direct Current

Gould Control
Starters *(Including the new Unitized Combination Starter)*
Relays
Pump Control
Automatic Transfer Switches
Pushbuttons
- Oil Tight
- Standard Duty

Load Shedders
Limit Switches
Motor Control Centers

Bulletin GC.1-1C-AH-2/79-10M

GOULD